



Export News

U.S. EXPORT ASSISTANCE CENTER
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**THE HOUSTON U.S. EXPORT ASSISTANCE CENTER
WOULD LIKE TO WISH YOU A
HAPPY AND PROSPEROUS NEW YEAR.**

NEW YEAR'S RESOLUTION #1

EXPORT MORE!

NEW CHINA IPR ADVISORY PROGRAM LAUNCHED

On November 10, U.S. Commerce Secretary Carlos M. Gutierrez announced a new China Intellectual Property Rights Advisory Program that will allow U.S. small and medium-sized enterprises (SMEs) to request **free, one-hour consultation with an experienced attorney** to learn how to protect and enforce intellectual property rights (IPR), such as trademarks, patents or copyrights, in China. The new program was developed in coordination with volunteer attorneys from the American Bar Association, the National Association of Manufacturers, and the American Chamber of Commerce in China.

"IP-based businesses are the largest sector of the U.S. economy and IP-based industries must be able to protect their ideas in order to protect their livelihoods." Gutierrez said.

In addition to providing U.S. businesses with free, expert guidance on how to protect their intellectual property in China, this program also seeks to help American businesses understand the steps they must take to develop an intellectual property protection strategy and help U.S. firms resolve existing China-related IPR disputes. This program builds on the initiatives Gutierrez announced on September 21, 2005 that also strengthen global IPR protection and enforcement.

For more information, visit the websites: www.export.gov/China, www.Stopfakes.gov, and www.export-legal-assistance.org.

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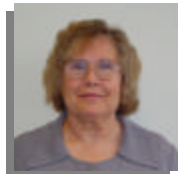
WHO WE ARE ...

The Houston U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on CS, visit www.export.gov/cs.

EAS ISABEL LOPEZ RETIRES

In December, long-time Export Assistance Specialist Isabel Lopez retired. Isabel has worked with many of our clients over the years but more recently focused her time on used equipment and clothing as well as providing support to trading companies. If you were a client of Ms. Lopez, please contact Trade Specialist Alan Richel at alan.richel@mail.doc.gov or 281-449-9417.

We wish Isabel well in retirement!



TOP TEXAS INDUSTRIES & EXPORT MARKETS

The State of Texas Business and Industry Data Center (BIDC) compiles information about Texas' employment, exports, and top employers by industry. The portfolio provides a brief description of each industry and statistics that can be used to evaluate how Texas ranks as a state within a particular industry or to obtain wage data, export trends, and total capital investment for that industry.

See <http://www.bidc.state.tx.us/lprofiles.htm>

EU BINDING TARIFF INFORMATION

The European Community has created the Binding Tariff Information (BTI) system as a tool to assist economic operators to obtain the correct tariff classification for goods they intend to import or export. Binding Tariff Information is issued on request by the customs authorities of the Member States and is valid throughout the Community, regardless of the Member State which issued it. The main benefit to the holder is legal certainty with regard to tariff classification. This is important as tariff classification is the basis for determining customs duties, export refunds and the application of other related legal provisions (e.g. import/export certificates). For details, see http://europe.eu.int/comm/taxation_customs/common/databases/ebti/index_en.htm.

GLOBAL HOUSTON WEBSITE LAUNCHED

Sponsored by the Houston World Affairs Council, the site serves as a central point of access for information on Houston-area events, experts, and institutions with global connections. There you can find:

- **Organizations:** Cultural groups, consulates, chambers of commerce, hospitals, universities, and other internationally-oriented groups
- **Calendar:** A schedule of public events sponsored by member organizations -- educational programs, festivals, lectures, performances, etc.
- **Resources:** *Experts Bank:* A searchable database of local individuals with global expertise in a range of fields.
- **Global Tools:** A collection of recognized internet resources from around the world.
- **Reports:** Up-to-date briefings on international issues and events in Houston and abroad.

See <http://www.globalhouston.org/>.

PREVENTING THE TRAFFIC IN COUNTERFEIT GOODS

For Tool Kits to assist U.S. companies' efforts to **STOP FAKES** in **China, Korea, Taiwan, Mexico** and **Russia**, visit <http://www.stopfakes.gov/>.

MARKET OF THE MONTH:

THE RIVER PLATE REGION - ARGENTINA & URUGUAY

The River Plate region, composed of Argentina and Uruguay, offers a strategic location for trade with MERCOSUR (South American Common Market) and the rest of Latin America. With a population of 42 million inhabitants, the River Plate region is larger than the United States east of the Mississippi River.

Argentina and Uruguay are founding members of the ALADI (Association for Latin American Integration), created in 1980 with the long-term goal of establishing a Common Market. Both countries are also members of the MERCOSUR, which includes Brazil and Paraguay. With some exceptions, MERCOSUR goods are traded dutyfree among its members, who have also established a common external tariff for products entering the MERCOSUR area..

Argentina and Uruguay are longstanding stable democracies with robust economic growth, and competitive, skilled and highly educated labor forces. U.S. companies will encounter excellent opportunities to do business successfully in both countries.

For more details, see: <http://www.export.gov/>.

RESOURCE FOR EXPORT PROFESSIONALS

Managing Exports & Imports Newsletter

Published by the Institute of Management & Administration, this monthly issue covers topics such as "Dual Use Rules Have Changed, Steps You Must Take To Stay In Compliance" or "Trade Compliance: How Managers Must Respond to 6 Main Issues". Subscription \$225. See <http://www.ioma.com/issues/MEI/>.

TRADE EVENTS

REBUILD CANCUN

Cancun, Cozumel, Isla Mujeres and the Mayan Riviera - Rebuilding Efforts will provide many business opportunities to U.S. suppliers of hotel equipment and services, including everything from golf course designs, furniture, windows, air conditioning, cleaning equipment, architecture design, construction, etc. CS Mexico will provide promotional assistance, guidance and contacts for U.S. companies interested in participating the extensive rebuilding efforts. Cost: \$400. For detail, see https://www.buyusa.gov/mexico/en/rebuilding_cancun.html.

INTER-CULTURAL PERSUASION

UH International Trade Center, Houston, TX
January 26

Sponsored by the Organization of Women in International Trade-Houston. Inter-cultural communication is always challenging. Since gender is a form of cultural difference, women often get a double dose of this challenge. The good news is that there are techniques that tackle both aspects at once. Margaret Anderson, of Anderson Persuasion Training, will explain the common principle behind most cultural differences in communication style, and how good persuasion skills can overcome those differences. For details, contact our office or OWIT-Houston directly at <http://www.owit-houston.org/>.

INTERAMERICAN DEVELOPMENT BANK (IDB)

ENVIRONMENT, SANITATION & RURAL DEVELOPMENT
Washington, DC

Feb 2

The IDB is the largest multilateral provider of development financing for Latin America and the Caribbean. The Bank has an annual lending capacity of \$8.5 billion and generates business opportunities in the form of approximately 13,000 contracts for goods and services per year. The project pipeline for the next couple of years, in addition to the current projects in implementation, includes \$1.1 billion earmarked for sanitation projects; \$568 million earmarked for environment and natural disaster projects; and \$348 million earmarked for agriculture and rural development projects. Cost: \$225. To register, see <http://www.iadb.org/biz/index.cfm?language=English>.

OPEN THE BANKS (MULTILATERAL DEVELOPMENT BANKS)

World Trade Center, New Orleans, LA
March 30

This program profiles and highlights the activities and procurement opportunities of the:

- World Bank
 - Inter-American Development Bank,
 - Asian Development Bank
 - African Development Bank, and
 - European Bank for Reconstruction & Development
- Each year these financial institutions extend a combined total of \$40 - \$50 billion in loans, grants, and investments to the public and private sectors for economic and social development. For details, contact our office.

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. *If you would like to be removed from this mailing list, please contact the Houston Office.*

EXPO MANUFACTURA

Monterrey, Mexico
March 7-9

The 12th edition of Mexico's largest metalworking/manufacturing exhibition. For more information, contact our office. *Act now*, first time exhibitors may still be eligible for a one-time 10% discount on a turnkey 9-square meter booth in the U.S. pavilion!

CEBIT 2006

Hannover, Germany
March 9-15

Share a booth but receive full exhibitor benefits. 3-day program includes a full-day of matchmaking with potential interested businesses. Cost: \$3800. Contact Brendan Kelly at Bkelly@mail.doc.gov or see <http://www.buyusa.gov/houston/cebit.html>.

REBUILD IRAQ 2006

April 3-6
Amman, Jordan

This event will bring together buyers, manufacturers, suppliers, contractors and specifiers, giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq. Exhibitors will also be able to meet and appoint Iraqi, Jordanian, and other Middle East agents and distributors during the show. For details, please visit <http://www.rebuild-iraq-expo.com>.

ENVIRONMENTAL TECHNOLOGIES TRADE MISSION

Malaysia - Thailand - Philippines

April 24 - May 3

Malaysia's US\$800 million environmental market offers attractive potential in the public water supply, sewage treatment, and industrial wastewater treatment sectors. **Thailand** will need to invest approximately US\$1.2-1.5 billion to attain universal coverage for safe water and sanitation and solid waste management by 2020. The US\$70 million **Philippine** market for environmental products, technologies, and services offers excellent opportunities, especially in the air pollution and wastewater treatment. For information and registration, contact our office or see the trade mission website at www.buyusa.gov/tennessee/23.html.

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ENERGY NEWS AND EVENTS

MARKET RESEARCH

ENERGY HOUSTON DIRECTORY - NOW AVAILABLE

The new energy directory from the Greater Houston Partnership is now available. To obtain a copy, please visit: <http://www.houston.org>

PERUVIAN OIL AND GAS MARKET

To view presentations from the recently held video-conference on Peru's oil and gas industry, see <http://www.buyusa.gov/houston/events.html>.

RENEWABLE ENERGY SERVICES: AN EXAMINATION OF U.S. AND FOREIGN MARKETS

This 330-page report released in October by the U.S. International Trade Commission can be obtained by contacting our office.

TRADE LEADS

ECUADOR: VISCOSITY REDUCER FOR CRUDE OIL

Distributor/sales agent seeking supplier. See, http://www.export.gov/comm_svc/tradeleads/detail_tradeleads.asp?TradeLeadID=3222.

LIBYA: GAS PROCESSING FACILITY EQUIPMENT

For a list of packages and main equipment being sought, please contact our office.

EVENTS

NEW ERA IN OIL, GAS & POWER VALUE CREATION

Houston
May 8-19

Two-week program addresses both energy value chain fundamentals and commercial energy investment complexities with a unique integration of tools, and activities. Especially useful for commercial managers engaged in international project and business development. Cost: \$4500 before March 1, \$4950 afterwards. Organized by the Center for Energy Economics, UT Austin (based in Houston). For details, see <http://www.beg.utexas.edu/energyecon/new-era/>.

ELECTRIC POWER MISSION

Philippines - Vietnam - Thailand
June 22-30

Participants will include representatives from U.S. firms offering equipment, services, and technologies for power generation, transmission, and distribution. Cost: \$4300. For details, contact our office or visit <http://www.buyusa.gov/kern/trademission2006power.html>.

GLOBAL PETROLEUM SHOW

Houston Mayor White to Speak at Show

Calgary, Canada

June 13-15, 2006

A U.S. pavilion is being planned to showcase American products and services at Canada's largest oil and gas event. This biannual show attracted over 1600 exhibitors and 50,000 visitors from 85 countries in 2004 when it was last held.

U.S. Pavilion participants will receive:

- ★ Exhibitor space in the pavilion
- ★ A market briefing
- ★ Four - six pre-arranged appointments
- ★ U.S. Consulate hosted reception

Cost: \$3750. For further details as well as recent market research oil & gas on opportunities north of the border, call our office or visit

<http://www.buyusa.gov/houston/globalpetroleumshow.html>.

RIO OIL & GAS SHOW - 3 WAYS TO PARTICIPATE

Rio de Janeiro, Brazil

September 11-14

Target the largest oil & gas show in Latin America with the assistance of the U.S. Commercial Service in Rio de Janeiro. Our office in Rio is offering three customized programs to assist U.S. firms before and during the event. Deadline to register: April 30.

Gold Key Service: Provide our office with selection criteria and we'll set up a series of meetings with potential agents/distributors/end-users the week before the show at the companies' offices. Cost: \$685 for one day of meetings.

Featured U.S. Exporter Listing on CS Brazil Website. For the show, CS Brazil is adding an Energy Page to their office website. U.S. companies can have a description of their products/services translated into Portuguese and posted for six months. This site will be used by CS Brazil in pre-event promotions of U.S. products and services. US exhibitors should consider this additional service as well as those new to the market seeking exposure. Cost: \$200.

Catalog / Product Literature Center. CS Rio has a booth at the show and will display U.S. company's literature. Cost: \$50.

For further details, please contact our office or Regina Cunha, CS Rio, at regina.cunha@mail.doc.gov.